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16. Cosmetic or dermatological stick preparations, which are finely disperse water-in-oil systems, comprising

- a) an oil phase which comprises from 10 to 70% by weight, based on the weight of the oil phase, of fatty and/or wax components which melt above a temperature of 40°C;
- b) a water phase,
- c) at least one modified phyllosilicate pigment particles which exhibits both hydrophilic and lipophilic properties, which thus has amphiphilic character and positions itself at the water/oil interface, and
- d) at most 0.5% by weight, based on the total weight of the preparations, of one or more emulsifiers.

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17. Preparation according to Claim 16, characterized in that it is emulsifier-free.

18. Preparation according to Claim 16, characterized in that the water phase content is chosen from the range from 15 to 60% by weight, based on the total weight of the preparations.

19. Preparation according to claim 16, characterized in that further cosmetic or pharmaceutical auxiliaries, additives and/or active ingredients are present.

20. Preparation according to claim 16 or 19, characterized in that the content of modified phyllosilicate pigment particles used is between 0.1% by weight and 30% by weight, based on the total weight of the preparations.

21. Preparation according to claim 16 or 19, characterized in that the modified phyllosilicate pigment particle(s) is/are chosen from the group which includes modified smectites, modified bentonites, modified montmorillonites and modified hectorites.

22. Preparation according to claim 21, characterized in that the modified phyllosilicate pigment particle(s) is/are a modified hectorite selected from the group consisting of stearylquaternium hectorite and quaternium-18 hectorite.

23. Preparation according to claim 16 or 19, characterized in that, in addition to one or more modified phyllosilicate pigment particle(s), (a) further pigment(s) are present which are selected from the

group consisting of modified polysaccharide, microfine polymer particles, boron nitride and micronized, inorganic pigments where the pigments can be present either individually or in a mixture.

24. Preparation according to claim 23, wherein the micronized, inorganic pigments is/are an amphiphilic metal oxide(s).

25. Preparation according to claim 24, wherein the amphiphilic metal oxide(s) are selected from the group consisting of titanium dioxide, zinc oxide, iron oxides or iron mixed oxides, silicon dioxide or silicates.

26. Preparation according to claim 16 or 19, characterized in that it is in the form of a make-up and/or cosmetic stick, and additionally comprises at least one dye and/or one color pigment.

27. Preparation according to claim 26, characterized in that the make-up and/or cosmetic stick form is selected from the group consisting of eyebrow pencil, kohl pencil, eyeshadow pencil, eyeliner pencil, concealer stick, powder stick, decorative stick and care lipstick.

28. Preparation according to claim 16 or 19, characterized in that it comprises one or more additives or active ingredients selected from the group consisting of astringents, antioxidants, UV filter substances, antimicrobial substances and substances effective against acne.

29. Method for the preparation of Pickering emulsion sticks, characterized in that modified phyllosilicate pigment particles are dispersed in the oil phase, which comprises from 10 to 70% by weight, based on the weight of the oil phase, of fatty and/or wax components which melt above a temperature of 40°C, and, optionally, cosmetic or pharmaceutical auxiliaries, additives and/or active ingredients, with uniform stirring and optionally with heating, and, during the uniform stirring, the water phase, which, optionally comprises cosmetic or pharmaceutical auxiliaries, additives and/or active ingredients, is mixed with the oil phase.

30. A method comprising applying to the body a preparation according to claim 16.